

**IN THE UNITED STATES PATENT  
AND TRADEMARK OFFICE**

**Inventors:** Diane R. Hammerstad      **Examiner:** Arthur D. Duran  
**Application No:** 09/768990      **Group Art Unit:** 3622  
**Filing Date:** 01/23/2001      **Confirmation No:** 4199  
**Title:** Delivery Of Time Significant Advertising

Assistant Commissioner for Patents  
Washington, D.C. 20231

**APPELLANT'S REPLY BRIEF  
UNDER 37 C.F.R. §41.41**

To The Commissioner of Patents and Trademarks:


Applicant hereby responds to Examiner's Answer mailed 06/14/06.

Examiner has mischaracterized the thrust of Appellant's brief.

Simply stated, in the Office communication mailed 12/22/05, Examiner required proofs by Appellant that are not required by statute or regulation. Examiner has not followed the rules found in the Manual of Patent Examining Procedure. Appellant has requested correction of these errors.

Respectfully Submitted,

Diane R. Hammerstad

By:   
Raymond A. Jenski,  
Attorney for Appellant  
Reg. No. 31,267